

Pierce County
Quit Line Data Summary
January 1 - June 30, 2005

| | <u>County</u> | <u>State</u> |
|--|------------------|-------------------|
| Number of Calls to Quit Line | N = 1,162 | N = 11,781 |
| Percent of Statewide Calls | 12.0% | 100.0% |
| Percent of State Population in County¹ | 11.9% | 100.0% |
| | County % | State % |
| Gender | N = 1,154 | N = 10,080 |
| Female | 63.1% | 61.2% |
| Male | 36.9% | 38.8% |
| Race/Ethnicity | N = 1,071 | N = 8,813 |
| People of Color | 12.8% | 9.5% |
| White | 87.2% | 90.5% |
| Age | N = 1,148 | N = 9,893 |
| Less than 18 years old | 0.9% | 1.5% |
| 18 - 24 years old | 18.3% | 18.1% |
| 25 - 34 years old | 24.9% | 25.4% |
| 35 - 44 years old | 22.8% | 22.0% |
| 45 years and older | 33.1% | 33.0% |
| Education | N = 1,119 | N = 9,282 |
| Did not graduate high school | 23.4% | 20.8% |
| High school graduate | 36.6% | 34.4% |
| Some college/vocational school | 33.1% | 34.8% |
| College graduate | 7.0% | 10.0% |
| Caller Type | N = 1,161 | N = 10,635 |
| General Information | 1.7% | 7.2% |
| Health care provider | 0.2% | 1.9% |
| Tobacco user | 98.1% | 90.9% |
| Payer Type | N = 888 | N = 7,421 |
| Insured | 39.2% | 37.4% |
| Uninsured | 31.9% | 33.0% |
| Medicaid | 28.9% | 29.6% |
| Heard About | N = 983 | N = 8,468 |
| Past caller | 15.3% | 13.4% |
| Employer/worksites | 1.2% | 1.3% |
| Health care provider | 21.1% | 23.4% |
| Television | 14.6% | 15.9% |
| Outdoor advertisement (billboard/bus/wall) | 3.4% | 2.7% |
| Targeted mailing | 0.0% | 0.1% |
| Great Start | 0.2% | 0.2% |
| Radio | 3.5% | 3.9% |
| Newspaper/Magazine | 3.3% | 1.7% |
| Brochure/Newsletter | 5.2% | 4.3% |
| Family or friend | 27.1% | 28.1% |
| Health Department | 3.6% | 3.2% |
| School | 1.7% | 1.8% |

Source: Washington State Department of Health
Tobacco Prevention and Control
Assessment and Evaluation

¹ "Census 2000", August 2001 (OFM)

* Rate not calculated because number of calls was less than 5.